RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #335710
Mr. J. Weisberg
KINGSTON TOBACCO

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Joe:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as **60** skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is **not** 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	**2**	12300-11226	**1 (12M)**	12300-11212
Light Box	**4**	12300-11926	**2 (6M)**	12300-11906
Ult Lt Box	**2**	12300-70326	**1 (6M)**	12300-70306

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE : **1.6700**
SKU WT (w/o Product): **4.5000 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: 4 Full Price Cartons

EFT $ Amount: $2,736.68

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON **B2G1F** SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE **B1G1F** OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* 4 CARTONS:
  2 WINSTON LT BOX
  1 WINSTON FF BOX
  1 WINSTON ULT LT BOX
  EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162305
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0033
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1				(914)254-4753
162305	162327	178359	M T MARKET	183 SMITH AVE	KINGSTON	NY	12401	1				(914)331-4736
162305	162327	212606	MALL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	1				(914)336-2707
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	1				(914)331-9013
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	3			963645	(914)338-7275
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRINE	NY	12449	1				(914)336-7783
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1				(914)339-1597
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	1				(914)339-0993
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1				(914)339-8356
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1		0362-0102		(914)338-1399
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	2				(914)338-8330
162305	162328	735486	BP CALDOR	RT 9W CALDOR PLAZ	KINGSTON	NY	12401	1				(914)336-7311
162305	162327	743277	DAIRY KING	353 FOXHALL AVE	KINGSTON	NY	12401	1				(914)338-9121
162305	162326	747519	SAVGERTIES MOBIL	333 ROUTE 212	SAUGERTIES	NY	12477	1				(914)247-9138
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1				(518)634-2625
162305	162326	759763	M & B BEVERAGE INC.	ROUTE 9W	SAUGERTIES	NY	12477	2				(914)246-7377
162305	162326	762542	AERO STAR INC.	3 MOUNT AIRY RD	SAUGERTIES	NY	12477	2				(914)246-3121
162305	162327	764445	HARRY, INC.	85 MURRAY ST	KINGSTON	NY	12401	1				(914)338-0186
162305	162326	764455	LAWYERS GENERAL	STORE, INC.	EAST DURHAM	NY	12423	1				(518)634-2546
162305	162328	767816	K & S PETROLEUM	1105 STATE ROUTE	KINGSTON	NY	12401	1				(914)679-4556
162305	162327	769970	RASHID ENTERPRISES	19 WASHINGTON AVE	KINGSTON	NY	12401	1				(914)331-7250
162305	162326	769978	SITARA PETROLEUM,IN	3112 ROUTE 9W	SAUGERTIES	NY	12477	1				(914)247-9312
162305	162328	770168	HOBO DELI	ROUTE 28W	KINGSTON	NY	12401	1				(914)339-3452
162305	162327	790641	LUCKY PETROLEUM	384 FOXHALL AVE	KINGSTON	NY	12401	2				(914)331-9696
162305		071034	FOXHALL DELI	100 FOXHALL AVE	KINGSTON	NY	12401	1				(914)338-9296
162305		379984	FAST FORWARD VIDEO	MAIN STREET, ROUT	HENSONVILLE	NY	12439	1				(518)734-4356
162305		553215	MAIN STREET DELI	72 MAIN ST	SAUGERTIES	NY	12477	1				(914)246-1684
162305		573904	PINEWOOD GENERAL	376 W SAUGERTIES	SAUGERTIES	NY	12477	1			335710	(914)246-8134
162305		643294	ULSTER MOBIL MART	784 ULSTER AVE	KINGSTON	NY	12401	1				(914)331-5212
162305	162327	178388	JACKS STATIONERY	744 BROADWAY	KINGSTON	NY	12401	1				(914)338-6577
162306		739401	ZENAB PETROLEUM, IN	FAIRVIEW PLAZA	HUDSON	NY	12534	1				(518)828-3942
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1				(914)687-0339
162306		702856	SHABBIR PETROLEUM I	28 MILL ST	RHINEBECK	NY	12572	1				(914)876-7732
162306	162327	785137	CORNER STORE	RT 209 & LEGGETT	STONE RIDGE	NY	12484	1				(914)687-9141
162307	162328	619766	Z&J GETTY HIGHLAND	443 ROUTE 9W	HIGHLAND	NY	12528	1			945261	(914)691-6717
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1				(914)265-2171
162308	162328	582742	H & S QUICK MART,IN	238 DUTCH TPKE	POUGHKEEPSIE	NY	12601	1				(914)454-7989
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSIE	NY	12601	1				(914)485-5692
162308	162328	746276	TONY'S CONV. STORE	585 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-1710
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSIE	NY	12603	2				(914)454-4133
162308	162328	770154	GETTY # 58721	617 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-2614
162308		786090	LAGRANGE ITAL. DELI	10 FREEDOM PLAINS	POUGHKEEPSIE	NY	12603	1				(914)452-1985

PAGE BREAK TOTAL ACCOUNTS 42 TOTAL QUANTITY 49

TEMPLATE TOTAL ACCOUNTS 42 TOTAL QUANTITY 49

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WHOLESALER PACKING INSTRUCTIONS

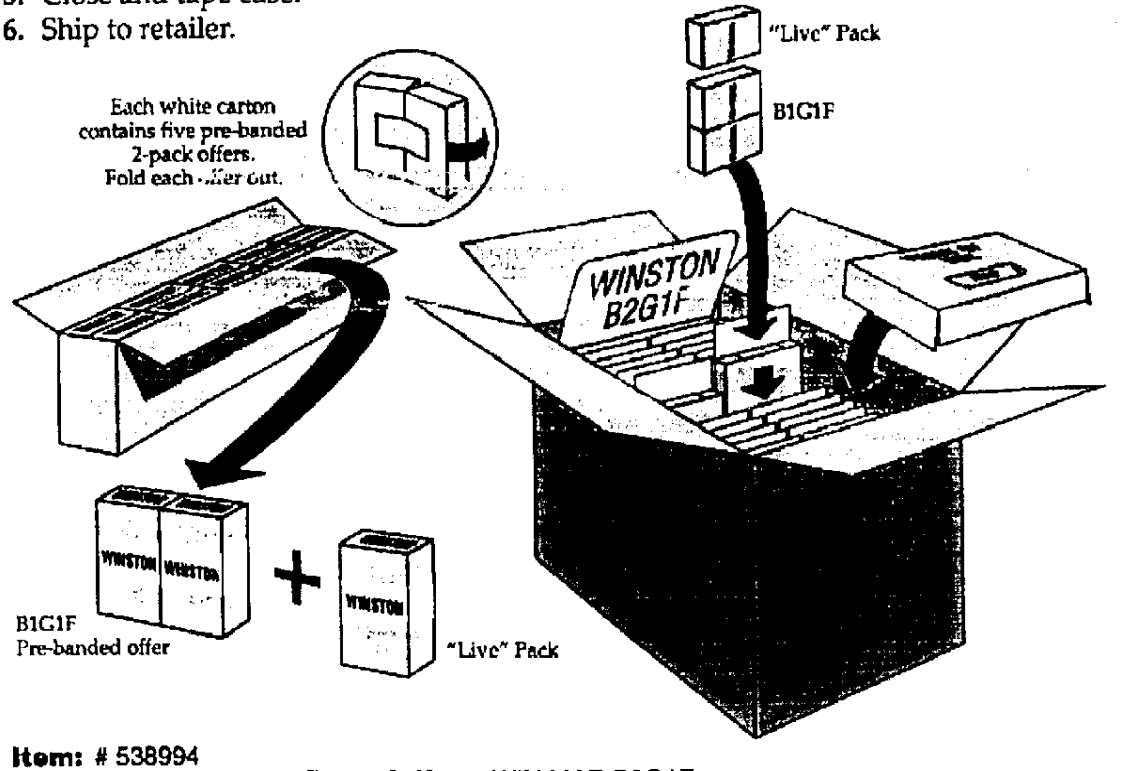
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.**
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994
Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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PTO IN USA

FREE pack with 2-pack purchase

Smoke this.

FREE pack

with 2-pack purchase.

- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.

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Winston

WINSTON NO BULL 5 DEAL

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